

Message Text

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PAGE 01 TEHRAN 12825 290759Z
ACTION NEA-10

INFO OCT-01 EB-07 ISO-00 CIAE-00 INR-07 LAB-04 NSAE-00
PA-02 SIL-01 USIA-15 PRS-01 /048 W
-----290802Z 017811 /14

R 290635Z DEC 76
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 637
USDOC WASHDC

UNCLAS TEHRAN 12825

E.O. 11652: N/A
TAGS: BEXP IR
SUBJ: FIFTH TEHRAN INTERNATIONAL TRADE FAIR
SEPTEMBER 19 - OCTOBER 1, 1977

1. THE POST STRONGLY RECOMMENDS A MAJOR USG EFFORT
IN THE FIFTH TEHRAN INTERNATIONAL TRADE FAIR (TITF)
AND REQUESTS COMMERCE/STATE ASSISTANCE IN MOUNTING
A US PAVILION.

2. THE TITF IS AN EFFECTIVE PROMOTIONAL VEHICLE
FOR AMERICAN PRODUCTS AND TECHNOLOGY. SIGNIFICANT SALES
ARE NEGOTIATED DURING THE EVENT. IN 1976, 26 EXHIBITORS
REPORTED OVER \$1 MILLION IN OFF-THE-FLOOR SALES, AND,
MORE IMPORTANTLY, ESTIMATED \$40 MILLION IN INCREMENTAL
SALES DURING THE NEXT 12 MONTHS AS A RESULT OF PARTI-
CIPATION. SUCH SALES TOTALS ARE IMPRESSIVE AND COMPARE
VERY FAVORABLY WITH US RESULTS IN IRANIAN SPECIALIZED
FAIRS.

3. OVER 40 COUNTRIES WILL SPONSOR NATIONAL PAVILIONS
IN 1977 TITF. MOST OECD COUNTRIES CONSIDER FAIR HIGHLY
IMPORTANT COMMERCIAL EVENT. WEST GERMANS, FOR EXAMPLE,
RECRUIT ABOUT 100 EXHIBITORS EACH YEAR AND FRG SUBSIDIZES
ANNUAL PARTICIPATION WITH ABOUT \$200,000.
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4. ADDITIONALLY, AS DEPARTMENT IS AWARE, THE IRANIAN
GOVERNMENT ATTACHES CONSIDERABLE IMPORTANCE TO FACT
THAT ALL OF ITS TRADING PARTNERS PARTICIPATE IN IRAN'S
MOST PRESTIGIOUS COMMERCIAL EVENT, THE TITF. USG
FAILURE TO PARTICIPATE WOULD BE INTERPRETED NEGATIVELY

BY IRANIANS AT ALL LEVELS, AND A REACTION PREJUDICIAL TO OUR BUSINESS INTERESTS, INCLUDING OUR COUNTRY MARKETING PROGRAM FOR IRAN, WOULD LIKELY OCCUR.

5. THE EMBASSY WOULD PROBABLY BE ABLE TO RECRUIT ABOUT 20 PARTICIPANTS LOCALLY AND TO RAISE ABOUT \$60,000 IN PARTICIPANT CONTRIBUTIONS, HOWEVER, SINCE PAVILION RENTAL ALONE RUNS ABOUT \$50,000, WE OBVIOUSLY CANNOT MOUNT AN EXHIBIT WITHOUT WASHINGTON SUPPORT. WE, THEREFORE, REQUEST COMMERCE AND STATE TO EITHER

A. ASSIGN THIS FAIR TYPE I STATUS, OR
B. SUPPORT THE TITF AS IN PREVIOUS YEARS WITH A SUPPLEMENTARY BUDGET OF ABOUT \$50,000, A 2-MAN EXHIBIT TEAM TO HANDLE FREIGHT AND SITE CONSTRUCTION, AND SOME RECRUITMENT ASSISTANCE.

6. ACTION REQUESTED: STATE AND COMMERCE ARE REQUESTED TO ADVISE RE AVAILABILITY AND TYPE OF SUPPORT PER PARA 5 ABOVE AS SOON AS POSSIBLE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TEHRAN12825
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760474-0923
From: TEHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t1976125/aaaaaekj.tel
Line Count: 81
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: vogelfj
Review Comment: n/a
Review Content Flags:
Review Date: 07 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 JUN 2004 by chengls>; APPROVED <28 DEC 2004 by vogelfj>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FIFTH TEHRAN INTERNATIONAL TRADE FAIR SEPTEMBER 19 - OCTOBER 1, 1977
TAGS: BEXP, IR
To: STATE
COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006